

**City of Greensboro Planning Department  
Zoning Staff Report  
June 14, 2004 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** N  
**Location:** 438 West Friendly Avenue  
  
**Applicant:** Michael B. Marshall  
**Owner:** Grace United Methodist Church  
  
**From:** GO-H  
**To:** CB  
  
**Conditions:** N/A

SITE INFORMATION	
<b>Existing Land Use</b>	Church
<b>Acreage</b>	1.7
<b>Physical Characteristics</b>	<i>Topography:</i> Flat <i>Vegetation:</i> None <i>Other:</i> N/A
<b>Overlay Districts</b>	Central Business Overlay Zone
<b>Historic District/Resources</b>	N/A
<b>Generalized Future Land Use</b>	Mixed Use CBD
<b>Other</b>	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Office Building	GO-H
<i>South</i>	Law Office and Parking Lot	CB
<i>East</i>	Law Office	GO-H
<i>West</i>	Vacant Office, Baulton Advertising, GSO Women's Club	GO-H

<b>ZONING HISTORY</b>		
<b>Case #</b>	<b>Year</b>	<b>Request Summary</b>
		This property has been zoned GO-H since July 1, 1992. Prior to the implementation of the UDO it was zoned Commercial NR. Commercial NR was a district primarily for the conduct of retail trade, administrative and professional offices, and service to the general public in the central business area. The difference between Commercial NR and Commercial R (similar to the current CB District) was that off-street parking was required in Commercial NR.

<b>DIFFERENCES BETWEEN GO-H (EXISTING) AND CB (PROPOSED) ZONING DISTRICTS</b>
<b>GO-H:</b> Primarily intended to accommodate high intensity office and institutional uses, high density residential uses at a density of 26.0 units per acre or less, and supporting service uses.
<b>CB:</b> Solely intended for application in the central core of the city. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses including office, retail, service, institutional, and high density residential developments in a pedestrian-oriented setting.

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	Friendly Avenue - Major Thoroughfare, Edgeworth Street - Major Thoroughfare.
<b>Site Access</b>	Unknown at this time.
<b>Traffic Counts</b>	Friendly Avenue ADT = 18,140, Edgeworth Street ADT = 14,646.
<b>Trip Generation</b>	N/A.
<b>Connectivity</b>	N/A.
<b>Sidewalks</b>	N/A.
<b>Transit</b>	Yes.
<b>Traffic Impact Study</b>	N/A.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

<b>ENVIRONMENTAL REVIEW</b>	
<b>Water Supply Watershed</b>	No, drains to North Buffalo
<b>Floodplains</b>	N/A
<b>Streams</b>	N/A
<b>Other</b>	N/A

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
<i>North</i>	N/A
<i>South</i>	N/A
<i>East</i>	N/A
<i>West</i>	N/A

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

### Connections 2025 Written Policies:

*Downtown Goal:* Promote reinvestment, preservation, diversification, and selective intensification of activity in Downtown Greensboro, to reinforce its importance as the economic, cultural and civic center of the City while protecting its heritage and historic resources and enhancing its urban character.

### Connections 2025 Map Policies:

*The area requested for rezoning lies within the following map classifications:*

*Mixed Use CBD:* This designation applies only in and around Downtown Greensboro. It emphasizes the urban character and the mix and intensity of activities uniquely suited to the central city. This designation is intended to permit a true mix of all uses, except heavy industrial, at the highest levels of scale and density within the City and with unique development standards tailored to the urban character of Downtown. It is particularly important to move the Downtown towards becoming a center of activity not only in the day, but also at night and during weekends, by promoting a mix of commercial, entertainment, residential, and other uses (see policies and narrative in Section 4.5.2). To help achieve this goal, creative forms of housing, such as lofts within restored historic structures and residential units in the often unoccupied second stories above ground-level retail, should be encouraged.

*Reinvestment Area:* Reinvestment areas are neighborhoods and districts within Greensboro's urban areas that would most benefit from actions to promote compatible infill development and other forms of investment and reinvestment.

## CONFORMITY WITH OTHER PLANS

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** N/A

**Other Plans:** N/A

## STAFF COMMENTS

**Planning:** This is a reasonable extension of CB zoning that will help “square up” the district. The majority of the property that fronts on Friendly Avenue is currently within the Central Business zoning district. This request will fill in one of three properties that are not currently in the CB District between Eugene and Spring Streets. This property is located in an area that is recognized as “downtown” and it is characteristic of a downtown building. By rezoning this property, the church will obtain relief from setback and landscaping requirements which are not characteristic of center city development and, thus, are not typically provided in the Downtown area.

This request helps achieve the Connections 2025 goal for Downtown and is consistent with policies for the Mixed Use CBD and Reinvestment Areas.

**GDOT:** No additional comments.

**Water Resources:** No additional comments.

**HCD:** No comments.

## STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.